

Press Release
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**TELEVISION STATIONS SERVING IN 12 CITIES OF TAMAULIPAS ARE READY FOR THE
TRANSITION TO DIGITAL TERRESTRIAL TELEVISION**

The 14 television stations serving in 12 municipalities in the state of Tamaulipas are ready for final completion of the analog signals at 00:00 hours on January 14, 2015, so the Federal Telecommunications Institute (*Instituto Federal de Telecomunicaciones*, IFT) will strengthen dissemination campaign in these locations, so that its inhabitants are properly informed that from that moment only will be able to receive digital signals in the broadcast television service.

So said Commissioner President of IFT, Gabriel Contreras, at a press conference after holding a meeting with the governor of Tamaulipas, Egidio Torre Cantú and his team at the Government Palace of the entity, I find that also attended by Deputy Secretary of Communications of the Secretariat of Communications and Transportation (*Secretaría de Comunicaciones y Transportes*, SCT), José Ignacio Peralta; the Subsecretary of Development and Environmental Regulation of the Secretariat of Environment and Natural Resources (*Secretaría de Medio Ambiente y Recursos Naturales*, SEMARNAT), Cuauhtémoc Fernández Ochoa.

He recalled that this regulatory body, in compliance with the provisions of the existing legal framework, determined that it is appropriate to cease analog transmissions of television in the coverage areas of television stations that serve the following Tamaulipas municipalities: Camargo, Guerrero, Gustavo Díaz Ordaz, Matamoros, Méndez, Mier, Miguel Alemán, Nuevo Laredo, Reynosa, Río Bravo, San Fernando and Valle Hermoso. This, after the SCT gave the IFT information which indicates having reached a penetration above 90% of the list of beneficiaries determined by the Ministry of Social Development (*Secretaría de Desarrollo Social*, SEDESOL).

In this sense, Gabriel Contreras said that another of the conditions that must be for the IFT determine the cessation of analog signals is to ensure that television stations are transmitting in

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digital channels. "Today all these stations are already broadcasting in digital format and we have verified that is allowed under the technical field parameters".

He also highlighted the benefits of digital terrestrial television. "Digitalization in this service offers the ability to audiences to receive images and sound with greater fidelity, provides access to wider variety of content and involves more efficient spectrum use of mobile telecommunications services, which will result in increased competition and best prices to end users of such services."

"Whoever that does not have a device for receiving the digital signal on next January 14 in this region of Tamaulipas will be left without watching television," said Contreras.

The Federal Institute of Telecommunications (IFT) is the autonomous body entrusted with the regulation, promotion and supervision of the efficient performance of broadcasting and telecommunications sectors in Mexico, and also exercises, in exclusive manner, the authorities in matters of economic competition of such sectors pursuant to the Decree whereby several provisions of Articles 6, 7, 27, 28, 94 and 105 of the Political Constitution of the United Mexican States are amended and supplemented in telecommunications matters, published in the Official Gazette of the Federation on June 11th of 2013.

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